

DO YOU KNOW THE SUMMER PLAYGROUNDS AND SCENIC WONDERS OF THE SUNSHINE STATE?

THOUSANDS OF NEW MEXICO PEOPLE ANNUALLY SPEND HUGE SUMS IN TRAVEL TO OTHER STATES AND FOREIGN LANDS IN SEARCH OF SCENERY AND CLIMATE WHICH CANNOT COMPARE WITH HIGHLAND REGIONS OF THE HOME STATE, TO BE REACHED AND ENJOYED AT A TENTH THE COST.

"Take the Trip to Taos" Fast Becoming Slogan of Motor Tourists Who Have Seen Wonderland of Taos and Mora Valleys and the Splendid Red River Circle Around Wheeler's Peak.

SANTA FE, N. M., July 19.—Completing the wonderful mountain journey from Las Vegas through Mora valley to Taos; around the splendid 100-mile circle drive through Red River and out through the cañon of the Rio Grande to Santa Fe, a motor tourist who has driven his car through almost all North America, called at the office of the State Publicity Bureau here this week. He was enthusiastic, as are all who have made the journey through this little known wonderland of northern New Mexico. Its bracing summer climate, its fishing streams, its historic monuments and prehistoric relics, and particularly its scenery, had impressed him deeply.

"There is nothing finer in America and little can equal the scenery of this region," he said, "and I shall come again next summer to spend more time in your unspoiled playground. It will be a pleasure and a service to tell my friends what this state has in store for them. The Taos country is almost unexplored territory for the motorist. I was struck by the small number of tourists encountered on the road, and especially by the small number of New Mexico cars. In this journey of four hundred miles we met less than one car to every ten miles, and of these probably nine out of ten were foreign cars. I am told there are 12,000 licensed automobiles in New Mexico. Of these fully half must be pleasure cars. With this readily accessible, sky-high mecca for the motorist right at their doors, I could not help but wonder what the owners of those 6,000 cars could be doing during these summer vacation days. No doubt a majority have stored their cars and with their families are enjoying the sweltering heat of some lake or seaside summer resort. It is a pity. There is more tonic, more rest and real recreation in the journey through this northern New Mexico mountain land than in any seaside resort I have ever visited, and I have tried them all."

The wonder expressed by this traveler at the small number of New Mexico people to be met in the trip through the Taos country is felt by everyone who makes the trip. With so much of fine fishing, delightful climate, good roads and comfortable accommodations, and with the vast expanse of splendid scenery so close at hand, it is difficult to understand why



Wheeler's Peak, top of the Taos country, and the highest mountain in the Southern Rocky Mountains. The photograph was taken on June 18th, from the top of Red River Hill, 10,000 feet. It shows the great snow fields practically untouched by summer thaws.

so many New Mexico people, especially those who own automobiles, have permitted themselves to miss it.

The journey to and through the Taos country, including the magnificent hundred miles of sky-line driving, through Questa, Red River and Elizabethtown, a circle around the snow-clad heights of Wheeler's Peak, can be made with ease by automobile within a week, starting from any point in New Mexico. The region may be reached from the north and northeast through Raton or Springer to Cimarron, thence through Cimarron cañon with its massive pinnacles to Ute Park, across Moreno valley and into Taos. It may be made from the east through Las Vegas, thence to and through the Mora valley, at this season colored like a brilliant canvas; thence over the top of the range along miles of rushing trout streams, the Rio Pueblo, the little Rio Grande and their tributaries and into Taos. It may be made from the south and west through Santa Fe. The journey from Santa Fe to Taos is five hours of easy automobile driving. More than half the distance is through the cañon of the Rio Grande and along a river that flows strong and crystal clear.

Nearly all New Mexico people have read of Taos, its romantic history, its picturesque pueblo village and people. These are now being made world-famous by the group of noted artists who have settled there. Yet probably less than 2 per cent of New Mexicans, aside from those living in Taos county, have actually seen these things. Not one-half that number have made the trip on from Taos to Red River and over the splendid eight levels of switchback highway built by the United States Forest Service and known as Red River hill. From Taos the road leads across sage-covered mesas and through little irrigated valleys to Questa, where in a narrow valley an ancient Spanish water wheel is grinding grain today just as it did two centuries ago. Leaving Questa the road plunges headfirst into Red River cañon, climbing right up the cañon wall for some distance, with a sheer drop of as much as a hundred feet to

the river, at times, and with bare rock walls towering 500 feet or more on either side. At almost every turn vistas open of pine-clad slopes blending into rock barrens and on up into gleaming snowfields. The road after leaving Red River cañon unrolls through a clean forest of massive pines until it enters the old town of Red River. You have seen in motion pictures the "typical mining town" of romance. Red River must have been the original of all of these. Once it boasted thirty saloons. There are none now. The gold ores no longer pay and transportation still is lacking to take out the wealth of copper ores. There will be no more roaring boom days for Red River, but much solid prosperity is just ahead for it.

After leaving the old mining camp the road climbs quickly from 8,000 to 10,000 feet, most of the climb being by means of the eight winding levels of the Red River hill. It is nine miles of the best highway, commanding the most magnificent scenery in the whole Southwest. Words nor photographs cannot convey any adequate impression of the wonderful panorama. Only the eye can record it. From the top one drops down rapidly into Moreno valley and through cattle ranches and potato fields to old Elizabethtown, where gold dredges have been washing out wealth from the sand for years and are still doing it. Thence one may go out to the east through Cimarron cañon, or back to Taos. Almost every mile of this circle drive around Wheeler's Peak is within easy walking distance of a trout stream. For half the distance one is in sight or sound of the water.

"Take the trip to Taos" is rapidly becoming a slogan among automobilists who have made the journey. It is a trip that grips and makes one want to go back again and again. It is a playground as yet uncrowded, and, in fact, too vast to crowd. If you have never explored it, plan your next trip that way. The chances are good that California, the Great Lakes, steaming summer resorts and eastern cities will not see you again in summer for years to come.

"The House of Service"

Special ANNOUNCEMENT

Commencing AUGUST 1st, We will make Three Deliveries each day

In the forenoon the Delivery Wagon will leave our store at 9 and 11 o'clock and in the afternoon at 4 o'clock.

This is made necessary on account of the shortage of help and we kindly ask all our Customers to please Phone or bring in their orders so the goods may be delivered at these hours. We can make no deliveries except as per this schedule.

We are sole agents for

Hart, Schaffner & Marx
and
Style Plus
CLOTHING

Special Towel Sale

35c Towels,	2 for 55c
40c "	2 ' 65c
50c "	2 ' 75c

Floersheim's
Roy, New Mex.

"The One-Price Store"

Grasshoppers for Food.
Locusts, grasshoppers and crickets are eaten in the East, being dried, salted, ground into a powder and made into cakes.

Ages.
A woman is as young as she looks when she goes out in the evening; a man as old as he feels when he gets up in the morning.

Harvest Supplies

This Store is HEAD QUARTERS for EVERYTHING in Harvest Supplies from Eatables to Machinery and Tools

No matter what your ends in these lines, you can come here and be sure of finding the articles you need and

Best Quality at Reasonable Pricer

We have some Special Harvest Prices for this week and next on a number of articles in our Grocery Department, it will pay you to let us figure with you on your needs.

"One Price to All"

Wilson Comp,ny
Mills, Newmex.

P. S. Have you tried our machinery repair department, for the repairs you need in a hurry when your machine breaks? Many dealers regard the repair business as a nuisance, but we consider it a duty to supply our customers with repairs for their machinery, TRY US.

Notice

I have been promising my patrons for some time that I would prepare myself to fit glasses. I wish to notify them that we are now prepared to test the eyes and fit glasses at the Plumlee Hospital.

Respectfully,
C. PLUMLEE.

C. E. Perry, of Colorado City, came Thursday to call on old acquaintances. He is looking for a location for a pool hall and has quit railroading.

Miss Clara Martin has her right arm in a sling, the result of cranking a Ford. She was out at Etta Hornbakers sewing and in trying to crank up tore the ligaments of her shoulder so that medical attention was necessary.

Dr. Geo. C. Roberts
Graduate
OPTICIAN
of RATON, N. M.

Will visit ROY
July 27- 28 & 29
From 2pm. Friday to 1pm.
Sunday

at DRUG STORE

All the Latest Styles Shown

Guaranteed Work
Examinations Free

Irvin Mayberry, of Sitka, Kansas, with his wife arrived last week and are out at their claim disposing of their stock and personal belongings. Mr. Mayberry is in the mercantile business at Sitka and is doing well.

Frank Dietterich, of Kansas City, is visiting his brother, Dick and wife here. He is a Soldier boy and discouraged about getting to go on to France. He will visit here for some time unless called to his regiment.

Mrs. Dick Dietterich went to Tucumcari Thursday on a business trip returning Friday.

Tennis an Ancient Game.
Tennis is as old as the hills, basically speaking, though it has undergone many changes for the better. It was played by the Greeks and Romans under the names of "sphairistikos" and "pila." As "pauze" it is mentioned in the Arthurian romances and in the earlier records of the dark ages. In the Fifteenth century it enjoyed great favor in France, and in England from the sixteenth century to the present time.

A Bird Cage.
If you have a bird, do let him live in a beautiful house. A wicker bird cage is not necessarily expensive, and not only will your little bird be happier therein, but surely you and your room will be happier, too, for this ideal note of decoration. For it is the details of a room which count most mightily, and which are so often neglected as being of no account. So if you have a bird, do consider a good-looking cage.—Exchange.

Eyeglasses for Diver.
A new eyeglass has been patented for the use of submarine divers. It is well known that the human eye does not function properly under water, objects appearing badly blurred and distorted. This is due to the fact that the speed of light in water is different from the speed of light in air, and hence the light rays enter the eye with a different angle of refraction. The eye, being designed for focusing rays coming through the air is unable to focus rays coming through the water.

ARE YOU ONE OF THEM?
There are a great many people who would be very much benefited by taking Chamberlain's Tablets for a weak or disordered stomach. Are you one of them? Mrs. M. R. Searl, Baldwinville, N. Y., relates her experience in the use of these tablets: "I had a bad spell with my stomach about six months ago, and was troubled for two or three weeks with gas and severe pains in the pit of my stomach. Our druggist advised me to take Chamberlain's Tablets. I took a bottle home and the first dose relieved me wonderfully, and I kept on taking them until I was cured." These tablets do not relieve pain, but after the pain has been relieved may prevent its recurrence.

Mosquero

Harvest is in full swing now. There are thirteen headers in this community, and they have been running a week and it will be over another week before they have finished. That goes to show that there is some wheat around Mosquero. Some of the wheat will average 25 bushels per acre.

The bean crop is looking fine now, also corn and other row crops.

Mrs. C. C. Moore is visiting her son, H. I. Moore, in Dawson this week.

Mr. Alfred Kress was a Roy visitor Sunday.

The Ball game between Mosquero and Solano, which was announced for Sunday afternoon, was postponed until a later date because several of the boys had "Pushing engagements" — with the headers.

Mr. J. E. Wildman, of Roy was in this community one day last week.

Cora, Moore, who has been working in Roy, is at home again keeping house during her mother's absence. She says there is lots of fun about it, if you are able to see the humorous side of the business.

Mr. B. F. Brown made a business trip to Clayton Tuesday.

We are rather late in getting the news, but Mr. and Mrs. L. A. West are the parents of a beautiful baby girl, born last Friday. The new baby is the fourteenth member of the family and received a glad welcome.

A good rain would be a great benefit to the farmers now.

Mr. Francis Smith made a trip to Roy Sunday evening. He came back with a black eye. The result, he says, of trying to crank a cranky "Ford," — it kicked him.

Mrs. R. H. Thomas, of Solano was in Mosquero Thursday, on business.

Harry Lammon was in town Monday and arranged to have his S.A. continue and also a copy go to his brother W. W. Lammon at Midland, South Dakota in future.

FOR SALE or TRADE:— 3 colts 2 years old and 1 brood mare. Will trade for work team mules or horses.

Andrew Kempa,
Roy, N. Mex.

The pay car and supply dept. was with the Polly going to Dawson Tuesday. Supt. L. U. Morris and several other department heads were with the train.

For Rent

The residence adjoining the Christian Church, Roy, N. M. until recently occupied by Dr. Plumlee. The most desirable tenant-house in town. Rent reasonable. Inquire of Mrs. F. A. Roy.

Mrs. Lowery of Las Vegas came this week after her daughter, Miss Louise who has been suffering from heart trouble.

Mr. E. C. Hollinger, Assistant to County Agricultural Agent, Beatty, of Union County drove over from Clayton Thursday and is looking over the wheat prospect on this Mesa. He is recently graduated from the New Mexico State College and a very prepossessing young man.

Virgil Anderson went into hysterics Wednesday when his neighbor, Morris Baker phoned in that an inch of rain had just fallen on his bean field. He sees a thousand pounds to the acre in his day dreams.

Mills is in line for a Graded School with a fine new School building in the near future. The School Board has been reconstructed, Mrs. Ethel Harper, W. E. Carter and T. E. McGrath compose the new Board. They will try to teach ten grades the coming term with two teachers and plans are made for a really great school the next year.